

**Request for Proposals**  
**Logo Design, Visual Identity and Usage Guide**  
**for the Development Authority of the City of Warner Robins, Georgia**

**Project Description**

The Development Authority of the City of Warner Robins, Georgia (DAWR) is seeking the creation of a new logo / visual identity that captures the values and mission of the authority, and is distinctive and memorable. DAWR focuses on economic development initiatives for the City of Warner Robins, and requires a visual identity that is clearly conveys our purpose.

As a local government, the DAWR serves as the Economic Development arm of the City of Warner Robins and was created for:

**The development of trade, commerce, industry, and employment opportunities being a public purpose vital to the welfare of the people of this state.**

This logo will be incorporated into a website (under development), and used in social media platforms. It will also be used on letterhead, stationary, brochures, banners, construction project signs, and other print materials as needed.

*Expected timeline for rollout of new materials is January 2018 to support with the launch of the new DAWR website.*

**Scope of Work, Design Requirements and Deliverables**

**A. Logo Design**

Conduct a thorough and concise conversation with DAWR Board members to fully understand the DAWR mission and its goals to present and communicate to both the private and public sectors.

The logo may be text or image based, work for a range of media (print and web), be readily scalable, and work well in both color and greyscale.

Final logo files must be delivered in PNG, JPG, TIFF, EPS, and AI with the following variations:

Standard logo for use on white / light backgrounds (all backgrounds should be set to transparent)

Standard logo for use on dark backgrounds

Horizontal and vertical variations (if appropriate for the design)

## **B. Graphics and Preparation for Printing**

Prepare artwork mechanicals and templates for the following formats:

- #10 Envelope
- Letterhead
- Business Card
- Mailing Label for 9 x 12 envelope
- E-Newsletter Template
- Email Signature with link to web site
- Web Site Graphics (multiple sizes, etc.)
- Social Media
- PowerPoint Presentations
- Tear sheet headers and footers
- Promotional Materials – shirts, jackets, bags, pens, etc.

The color palette for the logo design must be provided in RGB, CMYK, and PMS Pantone Swatch.

Should the logo include typeface, font information must be provided. All files should have all typeface outlined.

Three (3) conceptual logo designs should be presented with three rounds of revisions included on the chosen design. If necessary, upon approval of one logo, provide two (2) refined versions for final review and approval.

A DAWR identity and usage guide should accompany the final submission, clearly demonstrating and explaining the design elements (logo, typography if appropriate, brand attributes, color palette, etc.).

Identify printing vendors and present two competitive printing estimates. Provide as-needed printing supervision, particularly review of printing proof for each collateral item.

Designer to be available for brand consultation for up to 12 months (meaning responding to questions of usage or clarification on style guide)

The final submission is to be delivered by both email and hard copy to the address below.

### **Contract Terms**

DAWR will negotiate contract terms upon selection. The terms of selection/hiring are to be subjected to the following terms. All contracts are subject to review by DAWR's legal counsel,

and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

If the DAWR Board cannot come to a consensus about design selection during the “Logo Design” phase, the DAWR Board will have the right to terminate the contract and provide payment for “Section A – Logo Design” only.

### **Submission Information**

#### **Timeline:**

**October 4-RFP distribution**

**October 9-Submission of questions**

**October 12-Responses to questions**

**October 18-Submittals due**

This is an open and competitive process for all qualified freelance graphic designers and reputable design firms. **Submissions will be accepted until 5:00PM on Wednesday, October 18, 2017.**

Proposals should include:

**Approach** – Provide a clear description and timeline of how the consultant will complete the scope of services and the format to be used for communication and presentation. Both the vendor and the DAWR Board will make every effort to be efficient and decisive in the creative process and final selection of an appropriate graphic representation. List all staff/subcontractors that will likely be part of the development team.

**Experience** – Provide a description of the firm's relevant experience and capabilities, with images and a description of no more than five (5) comparable projects including, contact names, phone numbers, and dates.

**Graphic Design Fee** - Provide a breakdown of the cost for each phase and component of the study. Provide hourly rates and conditions for any additional work beyond the scope of work specified. In the event the DAWR Board cannot come to a consensus about design selection during the “Logo Design” phase, the DAWR Board will have the right to terminate the contract and provide payment for “Section A – Logo Design” only.

Proposals must be submitted bound in 5 identical hard copy formats and electronically in PDF format, no later than 5:00PM on **Wednesday, October 18, 2017.**

#### **Electronically to:**

Kimberly Black, Project Manager, at [kblack@developwr.com](mailto:kblack@developwr.com).

**The mailing address for hard copies is:**

**Development Authority of the City of Warner Robins, Georgia  
c/o Kimberly Black  
700 Watson Blvd.  
Warner Robins, GA 31093**

Questions should be directed to the above email address.

### **Selection Criteria and Process**

DAWR reserves the right to reject any and all proposals received as a result of this RFP and is not liable for any costs incurred by contractors in response to this RFP.

Proposals received after the submission deadline will not be considered.

DAWR will review the proposals and convene interviews with a shortlist from amongst the applicants.

The successful contractor will be selected no later than **November 1, 2017**.  
Only those selected for an interview will be notified.

Additional design work beyond those items outlined in the scope are subject to additional negotiations/compensation.

**Proposals in Bound Hard Copy must be delivered addressed to  
and PDF format must be received via EMAIL  
No later than 5:00pm on Wednesday, October 18, 2017**

Five hard copies of the proposals can follow in the mail and be addressed to:

**Development Authority of the City of Warner Robins, Georgia  
c/o Kimberly Black  
700 Watson Blvd.  
Warner Robins, GA 31093**

Questions: Submit to the DWAR via email at by **October 9, 2017**  
[kblack@developwr.com](mailto:kblack@developwr.com)